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DIGEST

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RAY LEWIS
Editor and Publisher

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# Prosperity - - To Have and To Hold

IT sounds like a wedding, the taking of a bride, and it IS a grand wedding, this Union of Prosperity with Canadians, a Prosperity to have and to hold until death do us part.

There is an old saying that it takes money to make money, but there are a few angles which make it necessary to have more than just the coinage of the realm to multiply dollars.

In the West, God is on the side of the farmers; He has wiped out Seven Lean Years with one of the fattest crops in the history of the West.

Canada from coast to coast will be buying Entertainment. There is Prosperity in our midst and that symbolical horn of plenty will give every exhibitor his chance to "horn in" on profits, little and big in accordance with his particular capacity.

"Little Jack Horner sat in a corner, eating his Xmas pie; he stuck in his thumb and pulled out a plum, and said 'what a good boy am I' ". Such a plum may be another name for a prune. Plumb for Security — use your whole hand to beckon Prosperity; the Thumbing habit has developed a lot of bums.

The influx of European industrialists, few in number, but of that particular type which has money and enterprise, will build up in Canada those enterprises which they so successfully managed in their respective countries. Two hundred and thirty odd millions of dollars have come into Canada recently from other countries.

Talking of the West, at St. Boniface, Manitoba, Swift's Canadian a few months ago opened up a new $2,500,000 plant, which means employment of over 500 men.

You have heard of all the excitement over tobacco crops, and incidentally that the Imperial Tobacco Co. has spent close to one and one-half millions of dollars on a tobacco plant and machinery at Cap de Madeleine, Quebec. Canada Breweries has spent $500,000 on its plant at Toronto.

The spread of money-spending does not appear to be confined to any particular province. Returning to our West, we find that the T. Eaton Co. has opened up a new $800,000 department store at Edmonton, and in the Turner Valley, Alberta, "oil, oil, oil" will make new millionaires. The country is rivered with oil. Imperial Oil has a new enterprise in its $1,780,000 combination unit for refining, with further expansion by this same company of Calgary and Regina enterprises for extending its Turner Valley oil market. In May, the British-American Oil Co.'s new $1,500,000 East Calgary refinery, employing 90 men and with a capacity of producing 5000 barrels of oil a day, opened up. Economy Oils is also in this Turner Valley Oil picture with a half-million dollar refinery built in Calgary. At Saint John, N.B., International Fertilizers has built an extension to its factory of $400,000.

Coming closer home, Steel of Canada will build at Hamilton a rolling strip mill which is estimated to cost anywhere from ten million dollars to twenty. It sounds like moving picture figures and this is only a fragmentary report of "spending programs" already in the spending, and for which spending plans are in process; all of this should make exhibitors throughout Canada, and distributors, forget that there was a Depression, for we are to have Prosperity; let's talk about it and enjoy it for a change!

—Editor.

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

"SORRY FOLKS, YOU'LL HAVE TO WAIT!"

ROBERT TAYLOR
HEDY LAMARR
"Lady of The Tropics"

"These Glamour Girls"
Lew Ayres, Lana Turner

NATIONAL RELEASE
"Goodbye Mr. Chips"

M-G-M's TECHNICOLOR WONDER SHOW
"The Wizard of Oz"

HELD OVER!
"ANDY HARDY Gets Spring Fever"
LEWIS STONE, MICKEY ROONEY and all the folks!

# HEAT WAVE! HIT WAVE!

Millions of dollars worth of entertainment for your hot-weather screen! That's M-G-M's policy again this summer! It's the policy that has endeared Leo the Lion to his exhibitor customers year after year. While "ANDY HARDY GETS SPRING FEVER" is packing them in (*Biggest Hardy Hit of All!*) announce an M-G-M Summer Festival of Hits to your customers because there's only one outfit that's got a HIT WAVE to match the HEAT WAVE!

**THE FRIENDLY COMPANY**

# RAY PRESENTS

DURING the recent Famous Players National Convention it was of interest to get the sales angle on pictures from the producer-distributors' point of view; and in this respect Jules Levy of RKO Radio, Alec Moss of Paramount, and Monroe Greenthal of United Artists brought out some excellent showmanship angles.

The popularity of a picture and its subsequent draw, with just the reverse situation developing with the same picture in another city or town, is a question which has annoyed and perplexed exhibitors as well as distributors.

*It was pointed out that the advertising departments and exploitation departments work out selling campaigns for pictures, these press or exploitation books are the result of high-priced, trained minds, familiar with every selling angle of a picture, having worked out the picture-draw angle with the studio and the sales departments.*

*It was claimed that with the exception of a few thinking exhibitors the majority glance through the press or exploitation book, gather up a little advertising material at the Exchange, but few follow up the ideas which have been so carefully worked out for them, or use these ideas as a build-up to other ideas from the campaign books.*

WHERE a picture gets business the exhibitor has spent his time working out the selling angles of his picture rather than kibitzing with other exhibitors around film buildings, we were told. In the towns where there are no film buildings around which to kibitz, the exhibitor who goes after his business, studying his selling angle, gets returns; where the operator is the manager and the manager just a can-opener, like the house wife who prepares her meals from a tin can, the best picture will fail to make money for the exhibitor.

*The Famous-Players bonus system which the president of that company has always advocated and which will continue as the policy of the company, revealed that the F-P managers cannot sit down and let F-P executive policies do the work for them.*

*Regardless of the help which the position of F-P must bring to each of its managers, the preferred positions geographically and by way of product, plus the reputation which is general outside of the trade, the managers are given a bonus over expected business for any go-getting ability which they possess as individual showmen.*

THIRTY thousand dollars is a "helluva lot of money" when it refers to a distribution of exhibitor bonuses from F-P. Every exhibitor received a bonus, some bonuses were more than the manager's yearly salary. We know that F-P is not handing out bonuses for the "Love of Allah" and that the figure set for the year's business is not the minimum but the maximum the house should do, with no alibi allowances. When F-P sets figures it knows what its product is to be, and what that product can do.

*If F-P exhibitors in their favored position are obliged to work for bonuses, how much more necessary is it for the Independents to work for profits!*

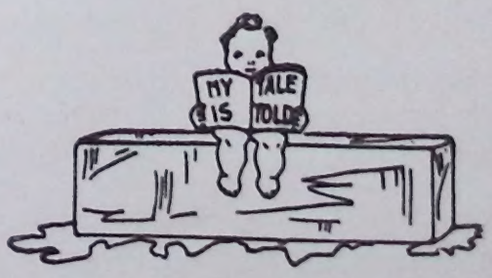
*Simon Meretsky was telling us that Windsor is not a good British Film town. I told you the story of "Pygmalion". He told another story on "Victoria The Great". He said a few exhibitors had told him the picture was good, but that it made no big profits for them, and having satisfied himself that the picture was good he made up his mind that it would make big money for him. He had a meeting with a certain organization's head at Windsor and told this representative that he had a great picture, one which he was proud to play, but that some way people had to be told how good it was. He gave this representative three thousand tickets and told her if her organization sold these tickets he would give the organization three hundred dollars for its work. Every ticket was told and the selling campaign got everyone talking about the picture, and made "Victoria The Great" a box office draw at Windsor worth talking about.*

I TALKED to the exhibitors from the West. Those who hail from the Prairie Provinces are, of course, all pepped up to make 400,000,000 bushels of wheat bring in a golden harvest by way of the box-office; exhibitors from British Columbia, from Prince Rupert Land, they had that degree of enthusiasm without which there can be no showmen nor showmanship. The Zazu Pitts complex in an exhibitor is perfect for cutting grass in a cemetery, even a ghost would fail to walk, but to run a theatre one needs the Ann Sheridan "Oomph", an explosive movement of action, a show-crazy enthusiasm which makes you act "crazy as a fox" in respect to "getting-them-in".

*The F-P exhibitors had it, they were all for their bosses, for the company, old-timers like J. R. Muir of Calgary, Ernie Moule, Pete Egan, Walter Golding, Jack Arthur, Tom Daley, and the young ones like Larry Graburn and Raymond Kershaw's son, Frank Kershaw, Bob Eves, etc., etc.*

*To see and hear that bunch "work on me", why they nearly had me crying, telling me about the years they had worked for F-P and how good it was to work for F-P. It's SOME SYSTEM, Independents, and it takes REAL SHOWMANSHIP to compete with it.*

*I cannot forget the whole set-up without remembering the fine displays the producer-distributors had there, and the F-P contribution, designed and conceived, much of it, by Jimmy Nairn of the F-P publicity department, and carried out so skilfully by Ben Cronk, who used to be ace-manager for the Allen Circuit, but who always had an artistic flair so commercially perfected in his F-P tie-up on Displays and Signs.*




## Alexander Korda's "Four Feathers" Opens To Record-Breaking Business, Uptown, Toronto

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JAMES LEWIS SMITH - Associate Editor

### RAIN BOOSTS GROSSES AND RAISES HOPES

Regina, Sask. — Rain on July 31 brought Regina theatres the first good business of an exceptionally dull month when a large percentage of the crowds attracted by the opening of the Saskatchewan Provincial Exposition were driven to the indoors for entertainment.

The rain started in mid-afternoon and by evening had made a quagmire out of the midway, washed-out scheduled sports programs and in general produced conditions ideal for theatre business. Theatres, while not packed, played to crowds substantial enough to cheer managers who had spent a solid month gloomily scanning nearly empty houses.

Of even more importance was the fact that the rain was fairly general over southern Saskatchewan and at least temporarily put a check to grasshoppers which had been ravaging crops. This meant prospects of a prosperous harvest were heightened as the insects are inert during wet weather. Theatre men who have been praying for a rich crop, now look forward with some justification to increased business this fall and winter.

Weather indications were that the rains would continue for the full week of the exhibition.

# Renovate Strand Theatre, Calgary

Calgary, Alta. — The Strand Theatre here has been closed for the past two weeks, and will remain shuttered for at least another fortnight, while the building undergoes complete remodelling. The owners are planning on spending at least $15,000 to bring the Strand up to the high standard of the modern motion picture house.

Considerable renovation will be effected on the exterior of the theatre. A new stainless steel marquee, with neon trimmings will extend completely across the building, covering the stores on both sides of the present structure. The new marquee will be lighted up at night with 500 powerful bulbs. In addition the front will be changed, with a new stucco front added and front stripping.

A new box office will be constructed outside the theatre, which will be completely air-conditioned, with the addition of a new and modern ventilating plant.

Interior improvements will include new carpeting throughout, and the side walls will be acoustically treated. A new style modern stage with new curtains will be installed, a new screen put in, and the latest in sound equipment will be put in the projection booth. A new ultra modern ladies' room will be built, and certain changes made to the balcony. The color scheme will be completely changed, and indirect lighting will be featured throughout.

The Strand is operated by Ken Leach in conjunction with Famous Players.

### ERECT NEW MARQUEE

Windsor, Ont.—The Empire Theatre, operated by Simon Meretsky, has just erected a new, brilliantly-lighted marquee. $1,200 additional is being spent on projection equipment.

**FOR SALE**
**450 upholstered 20-inch theatre chairs. Cheap for quick sale. Apply DIGEST — BOX 49**

**CORRECTION**

**United Artists wishes to advise exhibitors that in its product announcement in this issue, DAVID NIVEN should appear as co-star with Loretta Young in the Walter Wanger Production, "ETERNALLY YOURS".**

### ROXY MANAGER HOST

Regina, Sask.—I. Reinhorn, manager of the Roxy, Regina, became host to an international celebrity when his sister-in-law, Dr. May Bere Merminski of Tel-Aviv, Palestine, arrived recently to spend six months at his home before returning to the Near East. Dr. Merminski, formerly with the Winnipeg school board, has since attained international fame as a psychologist in Palestine. She brought with her, her two children, nine-year-old twin girls. Mr. Reinhorn has definitely decided not to use his guest's technical knowledge in treating his present box-office neurosis as he claims it would be using unfair competitive tactics.

### RELEASE 16MM. OPERATOR

Nelson, B.C. — Although convicted on a charge of operating a motion picture in Kaslo, in a building lot not licensed for the purpose, and fined $250 with the alternative of three months in jail, Arthur Booth of Travel Films was released here on orders from Attorney-General Gordon S. Wismer. The fine was also ordered to be remitted. No explanation for this unusual action was forthcoming.

# AUGUST FEATURE RELEASE DATES

### RKO RADIO

*"Bachelor Mother"* .....Aug. 4
*"Bad Lands"* .....Aug. 11
*"Along the Rio Grande"* .....Aug. 25

### WARNER BROTHERS

*"Indianapolis Speedway"* .....Aug. 5
*"Playing with Dynamite"* .....Aug. 12

### W-B FIRST NATIONAL

*"Each Dawn I Die"* .....Aug. 19
*"Angels Wash Their Faces"*..Aug. 26
*"The Hobby Family"* .....Aug. 26

### 20TH CENTURY-FOX

*"Hotel for Women"* .....Aug. 4
*"Chicken Wagon Family"* ....Aug. 11
*"Stanley and Livingston"*.....Aug. 18
*"Quick Millions"* .....Aug. 25

### METRO-GOLDWYN-MAYER

*"Goodbye, Mr. Chips"* .....Aug. 4
*"Miracles For Sale"* .....Aug. 11
*"Lady of the Tropics"* .....Aug. 18
*"These Glamour Girls"* .....Aug. 25
*Originally scheduled for July release.

### UNITED ARTISTS

*"The Man in the Iron Mask"*..Aug. 4
*"Four Feathers"* .....Aug. 8

### COLUMBIA

*"Coast Guard"* .....Aug. 1
*"Behind Prison Gates"* .....Aug. 10
*"Five Little Peppers"* .....Aug. 19
*"The Man They Could Not Hang"* .....Aug. 26
*"Golden Boy"* .....Aug. 31

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**GENERAL**
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104 BOND STREET TORONTO • 336 MAYOR STREET MONTREAL

TORONTO 2, ONTARIO

# INDIVIDUALLY

"BACK OF EVERY GREAT PICTURE IS A GREAT PRODUCER"

Murray Silverstone

DISTINCTION and showmanship are the reasons why the public, exhibitors and critics alike look forward to each new DAVID O. SELZNICK production with an assured foreknowledge of quality. It is therefore with pride that UNITED ARTISTS announces continuance of its releasing agreement with Selznick International Pictures.

ORIGINALITY of the Selznick organization is reflected in the starring of Leslie Howard in **INTERMEZZO**, which introduces the beautiful new continental star Ingrid Bergman, with Edna Best, and will be released this season. Mirroring the infatuation of a famous musician for his young accompanist, and the swift events that engulf them, this newest Selznick production dares to depict problems found in the lives of millions concentrated in the lives of three.

SURPRISE and excitement, the two priceless ingredients of any motion picture, are what DOS has captured for the filming of **REBECCA**, the year's outstanding best-seller by Daphne Du Maurier, 400,000 copies of which have been sold since publication last fall. With Man-of-the-Hour Laurence Olivier in the leading role, Alfred Hitchcock—whose superb treatment of "The Lady Vanishes" and other films has earned him the title "Master of Melodrama"—will direct. Details of two more Selznick International pictures will follow soon.

# DAVID O. SELZNICK

# CHARLES CHAPLIN

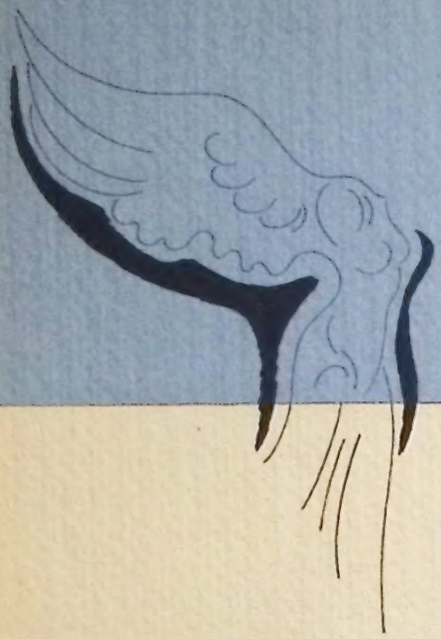
Chaplin's first all-talking picture — Chaplin's first picture in three years — based on the most timely, most important topic in the world today, is now in production. **CHARLES CHAPLIN in "THE GREAT DICTATOR"**, the season's big-news picture, will climax the magnificent career of the greatest of all screen stars. In connection with his plans, Mr. Chaplin says: "I am making a comedy picture on the lives of dictators which I hope will create much healthy laughter throughout the world."

# ALEXANDER KORDA

Five big, important scope pictures — all of them in the breathless beauty of final Technicolor perfection—will comprise Alexander Korda's box-office activities for 1939-40. First: **FOUR FEATHERS** . . . 7,200 seconds of flesh-and-blood excitement, filmed in actual locales in the heart of Africa, bringing authentic thrills no screen has ever held before. Directed by Zoltan Korda with Ralph Richardson, C. Aubrey Smith, John Clements and June Duprez. Second Korda hit: **OVER THE MOON,** giving Merle Oberon, star of "Wuthering Heights", her first comedy role in a story by Robert E. Sherwood. Third Korda hit: **THE THIEF OF BAGDAD** starring Sabu, Conrad Veidt and John Justin in a spectacle that promises to have the most unique appeal in years. Fourth Korda hit: Merle Oberon in **SINNER,** with Laurence Olivier, from "Manon Lescaut", the famous love story of a passion-swept man and woman. And Fifth: Kipling's **THE JUNGLE BOY** with Sabu in the title role.

Douglas Fairbanks resumes his production activities by presenting THE CALIFORNIAN, the kind of colorful, romantic, action picture which in the past made his own starring vehicles so sensationally successful at the ticket window. Now in the role of producer, instead of star, Mr. Fairbanks will soon announce a cast of vigorous marquee strength for this production based on the dramatic career of Lola Montez, dancer, adventuress and sweetheart of kings. The exploits of this exotic woman in the pioneer country of Southern California constitute one of the strangest and most glamorous stories in history.

# DOUGLAS FAIRBANKS

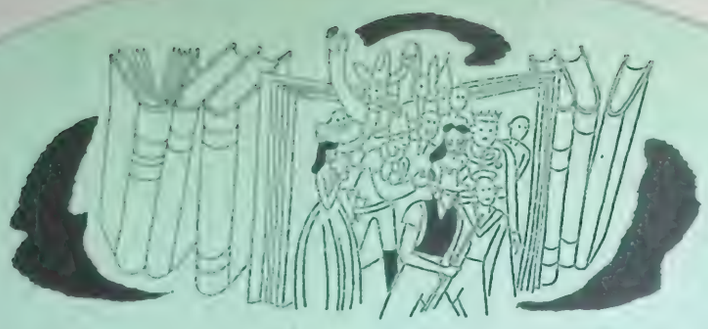


# SAMUEL GOLDWYN

Samuel Goldwyn Standards of Showmanship — Samuel Goldwyn Business — will be even higher this year than it was with "Wuthering Heights", "The Hurricane", "Dead End" or "Stella Dallas". For Goldwyn starts your new picture season with a new note in entertainment — Jascha Heifetz in THEY SHALL HAVE MUSIC! with Andrea Leeds, Joel McCrea, Walter Brennan and Gene Reynolds, directed by Archie Mayo. Back of this picture is the specific purpose of attracting new patronage for you thru the magic music of Heifetz, with all your regulars revelling in a down-to-earth story of kids with dirty faces and hungry hearts. Mr. Goldwyn's next picture will be Gary Cooper in a fighting role in THE REAL GLORY with Andrea Leeds and David Niven, under the direction of Henry Hathaway . . . a roaring thrill-and-action picture of American soldiers in the Philippines, always outnumbered . . . never outfought.

Famous for his showmanship innovations, Wanger leads off with WINTER CARNIVAL starring Ann Sheridan, the most exploitable star since he gave you Hedy Lamarr in "Algiers". This picture of winter sports, youth and fun, takes you behind the scenes at Dartmouth when 1,500 wild women hit the campus. Richard Carlson, Helen Parrish, Robert Armstrong, Marsha Hunt, James Corner and Alan Baldwin give additional cast interest, with Charles R. Riesner directing. Next will be Joan Bennett in THE HOUSE ACROSS THE BAY the story of a woman who dared hope for love while her man was in Alcatraz. MY PERSONAL LIFE by Vincent Sheean takes a reporter around an action-teeming world. ETERNALLY YOURS starring Loretta Young and directed by Tay Garnett, gives your audience the hilarious low-down on a magician with every trick up his sleeve except how to manage his women. Fifth from Wanger will be SEND ANOTHER COPIES by F. G. Presnell, with more laughs per murder than "The Thin Man".

# WALTER WANGER

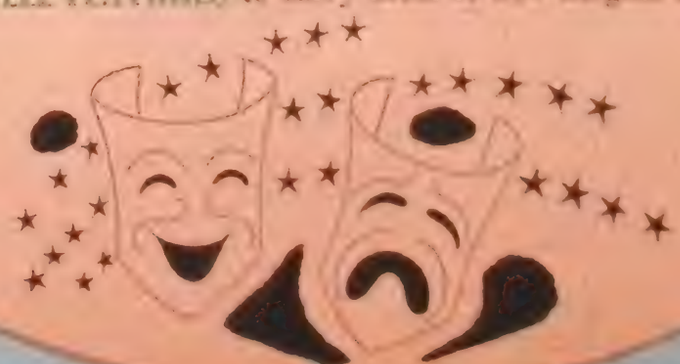


From the greatest stories of today and yesterday, the producer of "The Count of Monte Cristo" and "The Man in the Iron Mask", has shaped his new season's plans. Half a million readers of Howard Spring's best-selling novel, MY SON, MY SON!, are waiting for cast announcements on this story of two fathers and their dreams for their boys. Twelve thousand exhibitors are cooperating with Mr. Small on a direct-to-the-public poll for star selections. TWO YEARS BEFORE THE MAST by Richard Henry Dana, translated into 25 languages and reaching a book sale of 1,320,000 copies, will follow. Then watch for THE HOUSE OF MONTE CRISTO, unfolding the further amazing exploits of the most fabulous character ever written into a book or pictured on the screen; BIT CARSON based on the career of the colorful frontier hero and adapted from the newspaper serial read by 17,000,000 Hearst readers; SOUTH OF PAGO PAGO, a big production of tropic glamour; and finally VALENTINO, the life of the greatest of all popular idols, an idea which has brought Mr. Small congratulatory letters from thousands of exhibitors.

# EDWARD SMALL

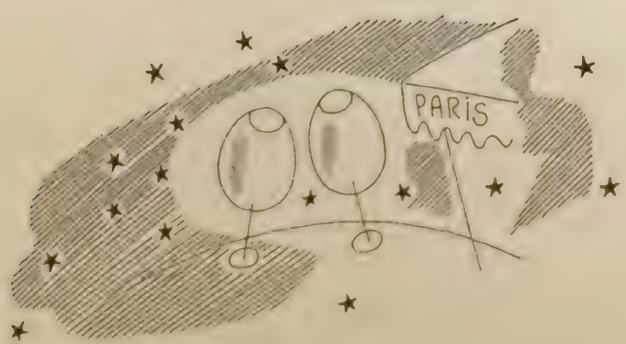
# HAL ROACH

Hal Roach's five special feature productions cover the entire range of audience interest from gay laughter to stark drama. First will be a slight case of murder involving the only girl who's got more than the farmer's daughter—THE HOUSEKEEPER'S DAUGHTER, from the novel by Donald Henderson Clarke, co-starring Joan Bennett and Adolphe Menjou with Peggy Wood. Next the famous novel and play that shocked a million people by its realism, OF MICE AND MEN, by John Steinbeck, author of "The Grapes of Wrath". Lewis Milestone will direct. Thorne Smith, author of the "Topper" novels in TURNABOUT tells hilariously about a husband and wife who change places and sexes. For adventure follow CAPTAIN CAUTION by Kenneth Roberts, author of "Northwest Passage". And then the startling, astounding 1,000,000 B. C., dramatizing the birth of civilization at the dawn of time . . with special effects by Lewis Tallhurst who took similar credit on "The Good Earth". In addition to these five specials, LAUREL & HARDY will be reunited in FOUR 4-REEL FEATURES to carry them to new heights of popularity.



The box-office astuteness of SOL LESSER as a production expert is well known to every exhibitor. The box-office distinction of ERNST LUBITSCH as a director is recognized wherever pictures play. These two names are linked for the first time by UNITED ARTISTS which is happy to add them to its list of eminent producers. Mr. Lubitsch will personally direct an untitled ERNST LUBITSCH PRODUCTION, details of which will soon be announced. Mr. Lesser will produce the Pulitzer Prize Play of 1938, OUR TOWN by Thornton Wilder. Our Town is every American town superbly charged with humanness, romance and dramatic simplicity...so appealing that Alexander Woollcott said: "In all my days as a theatregoer, no play moved me so deeply."

# ERNST LUBITSCH ★ SOL LESSER



# DAVID L. LOEW

It is with a very special pride that UNITED ARTISTS welcomes to its organization a distinguished member of a distinguished motion picture family who have contributed their talents abundantly to the benefit of the film industry.

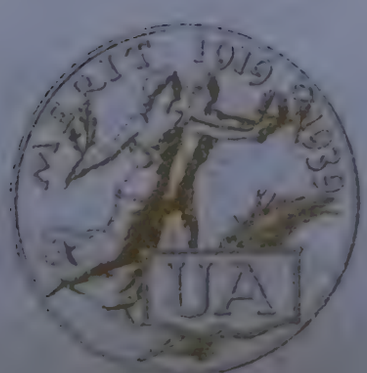
DAVID L. LOEW brings to production a thorough, practical knowledge of theatres and theatre problems through years of experience in actual theatre operation. His long studio activity, too, has proved dramatically his qualifications as a top UNITED ARTISTS producer. His first release will be the picturization of A CELEBRATED PLAY now in the final stages of negotiation.

Watch for the early announcement of its famous title and the stars who will appear in its cast.

# INDIVIDUALLY

**DAVID O. SELZNICK**
**CHARLES CHAPLIN**
**ALEXANDER KORDA**
**DOUGLAS FAIRBANKS**
**SAMUEL GOLDWYN**
**WALTER WANGER**
**EDWARD SMALL**
**HAL ROACH**
**ERNST LUBITSCH**
**SOL LESSER**
**DAVID L. LOEW**

RELEASED THRU UNITED ARTISTS



# Highlights and Lowdown on the F-P Convention

*(By MERRYL LEA)*

### "They Shall Not Pass"

Placards covered the walls of the F.P. Meeting Rooms at the General Brock Hotel. Here's an example of a Jimmy Nairn brain-wave.

*"They Shall Not Pass!"*
*Read the Scriptures - - - -*
*"Thou Shalt Not Pass"*
*"None Shall Pass"*
*"Though they roar yet they cannot pass"*
*"Beware that they pass not"*
*"So we paid the fair thereof and went"*

### Clarence Robson Chairman

Those who met under chairmanship of Clarence Robson included: George Forhan (Belle, Belleville); F. McLennan (Capitol, Brockville); Ken Craig, Goli Tournament winner, (Capitol, Cobourg); Robt. Maynard (Cartier, Hull); E. O. Smithies (Capitol, Kingston); T. McCoy (Grand, Kingston); L. Osier (Regent, Oshawa); Ray Tubman (Capitol, Ottawa); A. Stevens (Regent, Ottawa); I. Singerman (Imperial, Ottawa); Chris Holmes (Avalon, Ottawa); A. E. Cauley (Capitol, Peterboro); J. S. Smart (Capitol, Port Hope); G. W. Marton (Trenton, Trenton); C. G. Markell (Capitol, Cornwall); T. Connor (Savoy, Glace Bay); Larry Graburn (Capitol, Halifax); Tom Courtney (Casino, Halifax); F. W. Winter (Capitol, Moncton); C. Georgas (Classic, Owen Sound); Paul Valliere (Capitol, Quebec); Walter Golding (Capitol, Saint John); D. P. MacDonald (Capitol, Sydney); G. T. Robert (Capitol, Three Rivers); J. S. Robert (Rialto, Three Rivers); Bob Knevels (Capitol, Windsor); J. J. Lefave (Tivoli, Windsor); H. C. Merritt (Palace, Windsor); S. C. Clayman (Regent, Windsor); E. C. Lamoureux (Empire, Windsor) and Simon Meretsky of Windsor.

### Lauds N.S. Conciliation

Larry Graburn (Capitol, Halifax), seemed pretty enthused about the new Conciliation Board set-up at Halifax. "It really is based on sincerity. It's been a revelation the way everyone is willing to spend time working out everybody else's problems". Incidentally, Larry was the representative of the East, who presented N. L. Nathanson with the model of the "Bluenose", famous sailing boat of those parts.

**The Digest photographer catches J. J. Fitzgibbons, F-P Vice-Pres.—making his first public appearance after five months' illness—with (right) Premier Mitchell F. Hepburn of Ontario and (left) President Barney Balaban of Paramount, at the banquet, General Brock Hotel, Niagara Falls.**

### Larry Bearg "Ace-High"

Larry Bearg certainly is held Ace-High by his men. Without being too sentimental, we repeat what one of the fellows said to us: "Listen, it took us about a year and a half to get to really know him, but we think he's the whitest man in God's green earth; we wouldn't change him for anyone — and you can quote me on that".

### 28 From B.C.

The B.C. Contingent, headed by Larry Bearg, District Manager, numbered about 28 in all, including the following: C. G. Smith (Strand, Chilliwack); E. C. Lackey( Capitol, Kamloops); L. V. Campbell (Empress, Kelowna); Mel Gow (Capitol, Nanaimo), S. P. McMordie (Capitol, Nelson); J. P. Pitner (Columbia, New Westminster); Dave Borland( Capitol, Prince Rupert); W. Harper (Strand, Trail); M.S. Joiner (Capitol, Vancouver); J. R. Muir (Strand, Vancouver); Ivan Ackery (Orpheum, Vancouver); N. J. Duncan (Strand, Vancouver); C. E. Doctor (Dominion, Vancouver); H. Creasey (Alma, Vancouver); Phil Tucker (Broadway, Vancouver); H. G. Copley (Grandview, Vancouver); J. Millman (Kitsilano, Vancouver); H. Thompson (Regent, Vancouver); A. L. Zetterman (Victoria, Vancouver); Larry New (Windsor, Vancouver); Cliff Denham (Dominion, Victoria); J. M. Robertson (Capitol, Victoria); Marc Preiswerck (Atlas, Victoria); Walter Bennett (Capitol, Vernon); C. J. Hughes (Civic, Nelson).

### Those B.C. Songbirds

Those B.C. boys certainly gave us the desire to "Go West". They took possession of the Hotel (let them that want it, have it — the service was terrible). With Scotch in their stomachs, and Scotch on their heads (they wore McPherson tartan headgear), they sang:

*"We're the boys from the West of Canada,*
*From the Province of B. C.*
*We're out to do our best*
*With the rest of the company!*
*Oh! F. P. C.*
*Oh! F. P. C.*
*We're one of the family,*
*We're the boys from the West of Canada.*
*From the Province of B. C.!*

### Eddie Zorn Presides

Eddie Zorn just recently appointed District Manager at Winnipeg, was Chairman of Group "D" — which included the following managers: F. E. Petch (Strand, Brandon); D. B. Roberts (Capitol, Brandon); Pete Egan (Palace, Calgary), for whom a special Irish song was sung at the Closing Banquet at the suggestion of A. E. Moule of Brantford; L. J. Chown (Strand, Calgary); W. P. Wilson (Capitol, Edmonton); A. Entwisle, (Dreamland, Empress, Princess, Edmonton); Frank Willis (Orpheum, Fort William); Gordon Carson (Royal, Fort William); A. W. Shackleford (Capitol, Lethbridge); E. P. Fields (Capitol, Moose Jaw); Charles Dilley (Colonial, Port Arthur); G. J. McComber (Lyceum, Port Arthur); Bill Novak (Capitol, Regina); Chas. Bahrynowski (Metropolitan, Regina); Otus Bowes (Grand, Regina); Frank Miley (Capitol, Saskatoon); W. Winterton (Daylight, Saskatoon); H. K. Durham (Plaza, Shaunavon); R. C. Sutherland (Hi-Art, Weyburn); Don Gauld (Metropolitan, Winnipeg); Harold Bishop (Capitol, Winnipeg); Stan Derry (Palace, Kenora). Jake Miles and Frank Kershaw, the latter recently elected Vice-President and General Manager of Western Theatres Ltd., were also at the Convention.

### Prairie Hopes High

Ed Beatty was showing us some photographs of the Capitol Theatre at Red Deer, Alberta — looked like a real nice house. He was telling us that the managers from the Prairie Provinces had high hopes for big grosses this season, with the crops promising to be the best in about seven years — that is if the grasshoppers don't clean them out.

(Continued on Page 20)

**Four of the principal speakers at the F-P banquet: L. to R.—T. J. Bragg, Banquet Chairman; Hon. Col. George A. Drew, Leader of the Ontario Conservative Party; N. L. Nathanson, and Major John Bassett, Publisher of the Montreal Gazette.**

# Small's "Man In The Iron Mask" Second "Cristo"-- Resume Of Pictures Reviewed During July

★ ★ ★

## "THE MAN IN THE IRON MASK"

**EDWARD SMALL-U.A.**

EDWARD SMALL, who gave the screen the sensational "Count of Monte Cristo", has done it again, with another swashbuckling novel from the pen of the immortal Alexander Dumas. Not since the prime days of Douglas Fairbanks, Sr., and the aforementioned "Monte Cristo", have the flashing swords and dashing romance of the Dumas characters been seen to better advantage.

Louis Hayward, in the dual role of King Louis XIV and his twin brother Philippe, upholds the tradition of great performances by the famous American actors who have previously portrayed this role on the stage. Hayward's delineation is excellent, giving evidence of far greater histrionic ability than the majority of critics gave him credit for.

As Maria Theresa of Spain and Austria, who became the Queen of Louis XIV (Philippe?), co-stars the beauteous Joan Bennett, still wearing her Hedy Lamarr-ish brunette wig. One of Hollywood's most beautiful blondes, Joan adds glamour to her beauty by the addition of the raven locks. As the loyal and valiant D'Artagnan, Dumas' favorite character, appears Warren William, in one of this splendid star's finest portrayals. As the villain, the rascally Fouquet, comes one of the screen's outstanding character actors, Joseph Schildkraut, while Walter Kingsford portrays Colbert, loyal minister of the Crown. Alan Hale, Bert Roach and Miles Mander do the Three Musketeers, Porthos, Athos and Aramis to perfection, and Marian Martin scores in a small part as the King's mistress. Of the rest, veteran star of the silent films, Doris Kenyon, is the most interesting as the Queen-mother of the twins.

This is a big story, produced on a large scale, with a capable cast and a "name" director. James Whale, best known for his direction of "All Quiet on the Western Front", is right at home in this atmosphere of pistols, sword-fighting and general free-for-all. His role, and that of the producer, Edward Small, are as important to the ultimate success of the film, as those of the stars.

Running time—110 minutes.

★ ★ ★ +

## "BACHELOR MOTHER"

(RKO Radio)

Starring Ginger Rogers and David Niven. Directed by Garson Kanin.

"Better than 'Vivacious Lady' . . . should boost Ginger Rogers into the Top Ten Money-Makers . . . will be among the season's leading grossers."

★ ★ ★

## "MAN ABOUT TOWN"

(Paramount)

Starring Jack Benny, with Dorothy Lamour, Edward Arnold, Phil Harris and "Rochester". Directed by Mark Sandrich.

"The best picture Jack Benny has ever made . . . big box-office . . . 'Rochester' a sensation".

"IT'S A WONDERFUL WORLD"—Metro-Goldwyn-Mayer.

Starring Claudette Colbert and James Stewart. Directed by W. S. Van Dyke.

"One of the better additions to the ever-mounting list of 'screwball' comedies . . . sparkling dialogue . . . some good old-fashioned slapstick".

"EACH DAWN I DIE"—W-B First National.

Starring James Cagney and George Raft. Directed by William Keighley.

"Packs a terrific punch . . . Cagney and Raft in tailor-made roles will gain much favor . . . many gripping sequences".

"CLOUDS OVER EUROPE"—Columbia.

Starring Laurence Olivier and Ralph Richardson. Directed by Tim Whelan.

"One of the brightest and cleverest comedies from England . . . first class film fare comparable with any American comedy-drama . . . Richardson a hit."

"CAREER"—RKO Radio.

Starring Anne Shirley and Edward Ellis, with John Archer and Alice Eden. Directed by Leigh Jason.

"Introducing 'John Archer' and 'Alice Eden', winners of Jesse Lasky's 'Gateway to Hollywood' Talent Quest . . . made-to-order for small town consumption . . . homey type of comedy-drama".

★ ★ ★

"TARZAN FINDS A SON"—Metro-Goldwyn-Mayer.

Starring Johnny Weismuller and Maureen O'Sullivan. Directed by Richard Thorpe.

"The first Johnny Weismuller 'Tarzan' picture in three years . . . will be greeted with loud cheers from your more youthful patronage, and smiles of approval from the older generation."

"GOOD GIRLS GO TO PARIS"—Columbia.

Starring Melvyn Douglas and Joan Blondell. Directed by Alexander Hall.

"A frothy romantic-comedy that will prove a real tonic for summer box-office ills."

★ ★ +

## "CALLING DR. KILDARE"

(Metro-Goldwyn-Mayer)

Starring Lew Ayres and Lionel Barrymore, with Lana Turner, Laraine Day and Nat Pendelton. Directed by Harold S. Bucquet.

"Sequel to the highly successful 'Young Dr. Kildare' . . . combines homespun humour with exciting brand of drama".

"SECOND FIDDLE"—20th Century-Fox.

Starring Sonja Henie and Tyrone Power. Directed by Sidney Lanfield.

"Pleasant musical containing several pretty good songs, some beautiful skating, a good love story, and a clever burlesque on the search for 'Scarlett O'Hara' . . . Rudy Vallee . . .'phfft'."

★ ★

## "SUSANNAH OF THE MOUNTIES" — 20th-Century-Fox.

Starring Shirley Temple, with Randolph Scott and Margaret Lockwood. Directed by William A. Seiter.

"All blood and thunder, but a 'natural' for juvenile audiences . . . will probably do excellent business in the subsequent runs".

★ +

## "THE GORILLA"

(20th Century-Fox)

Starring The Ritz Brothers. Directde by Alan Dwan.

"Remake of the Ralph Spence play . . . thrills and chills and laugh-creating gags and stunts . . . double-bill fare".

## Avenue Theatre, Eglinton Ave., Toronto, Changes Hands. T. M. Sterling New Owner

# Shooting The Stars

**"In Name Only"** is the final release title for the **Carole Lombard-Cary Grant-Kay Francis** starrer for **RKO Radio,** previously known as "Memory of Love" and "The Kind Men Marry" . . . **Stuart Erwin** and **Marjorie Weaver** will have the leading roles in **"The Simple Life",** an original story by **William Anthony McGuire,** which **20th Century-Fox** will produce . . . **Robert Taylor** and **Greer Garson** will be co-starred by **M-G-M** in **"Remember"; Lew Ayres** will be featured . . . **Judith Anderson,** distinguished actress of the American stage, has been signed by **David O. Selznick** for a leading role in **Daphne Du Maurier's "Rebecca",** starring **Laurence Olivier; Alfred Hitchcock** will direct the **United Artists** release . . . **Iris Meredith** will have the feminine lead in **"Columbia's "Prison Surgeon",** featuring **Walter Connolly,** which **Charles Vidor** is directing . . . **James Hilton** has been assigned by **Warner Bros.** to adapt **"Devotion",** story of the **Bronte** sisters which is scheduled for Fall production; film will star **Bette Davis, Geraldine Fitzgerald, Olivia de Havilland, George Brent, Claude Rains** and **Jeffrey Lynn** . . . **RKO Radio** has signed **Edward Ludwig** to direct **"Swiss Family Robinson",** which **Gene Towne** and **Graham Baker** will produce . . . **"Send Another Coffin",** from the novel by **F. G. Presnell,** will follow **"Eternally Yours"** on the **Walter Wanger** production schedule; **Tay Garnett** will direct the **U.A.** production . . . **Mickey Rooney** sails for England August 6th to spend a brief vacation and then start work in **"A Yank at Eaton",** to be produced at the **M-G-M** British studios at **Denham** . . . **George Nichols** has been signed by **20th Century-Fox** to direct **"High School",** the next **Jane Withers** starrer . . . **Henry O'Neill** has been cast by **Warner Bros.** in a featured role of **"20,000 Years in Sing Sing",** co-starring **John Garfield** and **Ann Sheridan** . . . **Richard Fiske** and **Edward Waller** are additions to the cast of **Columbia's** production, **"Konga",** starring **Fred Stone** with **Rochelle Hudson.**

### HARROW THEATRE OPENS

Harrow, Ont. — The new Harrow Theatre opened Monday evening to enthusiastic crowds. The new house is of modernistic construction, fireproof, and equipped with the very latest in projection equipment, sound equipment and seating accommodations. Seats, of the box spring type were installed by the Canadian School and Office Furniture Co., of Preston, Ont.

### REMODEL ALLEN HOUSE

Toronto, Ont. — Alterations to the total of $3,000 will be made to the Major-St. Clair Theatre, St. Clair Ave. W., Toronto. Principal Investments Ltd. has been awarded the contract. The Major-St. Clair is owned by Sam Major, and operated by Premier Theatres Ltd.

### MINTO THEATRE BURNS

Minto, B.C.—The Minto Theatre here, owned by C. W. Gough, was destroyed by fire recently. The blaze, which did an estimated $10,000 damage, also damaged the top floor of the adjoining Minto Hotel, and swept through a lumber yard before being quelled.

### RE-MODEL MET., REGINA

Regina, Sask. — The Metropolitan, the only Regina theatre which has not been improved within the last two years, will have extensive alterations done to the front, lobby and rest rooms this Fall if present plans of Charlie Bahrynowski, manager, materialize. This will make Regina, a year ago the West's most backward city, the home of five excellent theatres.

### MANAGERS VISIT REGINA

Regina, Sask. — Dave Brickman, manager of the Winnipeg office of Paramount Pictures, and Charlie Krupp, of 20th-Century-Fox, were recent visitors to Regina. Both reported theatre conditions throughout the West improving steadily owing to general prospects of good crops this year.

### SHIPPER'S FATHER DIES

Saint John, N.B.—Friends of William R. "Billy" Steen, shipper at United Artists Exchange, Saint John, will sympathize with him in the death of his father, James Steen, an old and respected resident of Saint John. Mr. Steen's mother is seriously ill and her condition is causing grave anxiety.

Genuine Marshall Pocket Spring Cushions are Exclusive Features in 'Canadian Theatre' Chairs

• •

CANADIAN THEATRE CHAIR CO.
277 Victoria St. - Toronto, Can.
CHARLES A. BOCHNER, Mgr.

### LAST JUVENILE ADMISSION CASES DISPOSED OF

Montreal, Que. — With a plea of guilty being turned in by the defendants on 39 charges of admitting children under 16 years of age to moving picture theatres, Recorder Plante has disposed of the last of the numerous cases on the Court's books. In two cases, Recorder Plante imposed a fine of $40 plus $15 costs as they were second offences, while the other 37 he let off easily with $10 costs per charge.

### NEW MARQUEE SIGN FOR EMPRESS, LLOYDMINSTER

Lloydminster, Sask.—The Empress Theatre here has recently erected a new marquee, constructed of veneer and masonite, covered at each end with opal glass. In addition a new electric sign, with the word "Empress" in three-foot capital letters, made from two-inch lumber and painted black and white, rises from the new marquee.

### REDUCE WINDSOR ADMISSIONS

Windsor, Ont. — Simon Meretsky, managing director of Paramount Windsor Theatres, operating in conjunction with Famous Players Canadian Corp., the Capitol, Palace, Tivoli and Empress, on his return from the F-P convention at Niagara Falls, Ont., announced that price reductions would take place at the four theatres starting this week. All tickets previously thirty-five cents, have been reduced to thirty cents. In addition, at the Capitol, seven 40-cent tickets may be purchased for $2.50, while at the Tivoli, Empress and Palace, nine 30-cent tickets may be purchased for $2.50. Finally, at all four theatres price on eleven 25-cent tickets is also $2.50. These group prices are for the purpose of gift-tickets, or group theatre nights.

### MARITIME EXHIBITOR AIDS CHARITY DRIVE

Moncton, N.B. — Funds are being raised by the children of Moncton for less fortunate boys and girls to be sent to a Fresh Air Camp. Those who give a nickel, which is being collected by the Transcript newspaper, will be entitled, among other privileges of the Nickel Club, to attend a free show at the Imperial Theatre, Moncton, whose manager, Jack Butler, is always ready to assist any Community effort.

Theatre Equipment and COMPLETE SUPPLIES

Projectors and Parts.
Motor Generators.
Sound Screens.
Lenses, Carbons, etc.

Coleman Electric Co.
258 Victoria St.
TORONTO, ONT.

EVERYTHING FOR THE THEATRE FROM SHEET TO STREET

# F-P Convention Highlights

(Continued from Page 17)

### Morris Stein Presiding

J. W. Nelson (Capitol, North Bay); Max Davey (Noranda, Noranda); Sam Korman (Capitol, Rouyn); C. T. Spencer (Capitol, Hamilton); L. Bishop (Tivoli, Hamiton); H. Hitchinson (Strand, Hamilton); J. V. Ward (Capitol, Niagara Falls); R. J. Harrison (Capitol, St. Catherines); Tom Forhan (Capitol, Welland); W. P. McGeachie (Algoma, Sault Ste. Marie); S. Scott (Capitol, Sudbury). From Toronto, Tom Daley (Imperial); Jack Arthur (Uptown); Jerry Shea (Hippodrome); Dan Krendel (Tivoli); Al Ritchie (Alhambra); E. J. Laver (Bloor); R. L. Downey (Beach); Walter Hunt (Bedford); Al Sedgwick (Belsize); Verne Hudson (Capitol); Jack Purves (Eglinton); A. Easson (Village); Bob Eves (Oakwood); G. Morrell (St. Clair); Chas. Querrie (Palace); Mort Margolies (College); M. J. Doyle (Parkdale); Jimmy Lynch (Runnymede) — met under the chairmanship of Morris Stein.

**L. to R.—Hon. W. D. Ross; Norman S. Robertson; D. McK. McClelland; Col. John A. Cooper and Jules Levy (RKO Radio General Sales Manager), guests at the head table, closing banquet, F.P.C.C. Convention.**

### Don Henshaw Speaks

The boys had a chance to listen to Don Henshaw, first-rate advertising executive and radio man, give them a few pointers at the Wednesday evening dinner. They liked his talk second only to Mr. Nathanson's presentation of their bonus checks. No doubt about it, Wednesday night the boys were sure "feeling good".

### Locale Changes Name

Notice that one of the American trade papers had Dave Borland of Prince Rupert, who presented the totem pole to Mr. Nathanson, reported as "Dave Borderland". Poor Dave— he's had to tell us so much about being 40 miles from the Alaskan Border, that they're starting to make that "border" part of his name. We were talking about the old picture, "39 Steps" and Dave was telling us that he was presented to Lord Tweedsmuir, Canada's Governor-General, when the latter journeyed West two years ago. Somehow the Governor-General discovered that Dave came irom Scotland (which doesn't take much discovering, praise be), and found they'd both attended the same school back in Scotland.

### R. S. Roddick Heads Group

Managers who met under the Chairmanship of R. S. Roddick; A. E. Moule (Capitol, Brantford); W. J. Burke (Brant, Brantford); A. P. Drohan( Capitol, Chatham); E. J. Landsborough (Capitol, Galt); S. Andrews (Capitol, Guelph); R. McKibbin (Royal, Guelph); W. K. Trudell (Capitol, London); Les Preston (Palace, London); J. Bolinsky (Imperial, Sarnia); W. J. Fawcet (Capitol, Sarnia); E. Scandrett (Royal, Woodstock); F. Doney (Capitol), St. Thomas).

### N.Y. Executives Present

Among the executives from New York were: Barney Balaban, Austin Keough, Neil Agnew, Alec Moss (Paramount); Jules Levy (RKO Radio); Monroe Greenthal (U.A.); Jack Cohn, Abe Montague (Columbia); James Grainger (Republic); Arthur Lee (Gaumont-British); Carl Lesserman (Warners); F. J. McCarthy and Matthew Fox (Universal); Herman Wobber and Bill Gehring (20th Century-Fox); M. A. Schlesinger (South African entertainment magnate).

### Industry Representatives Attend

Others who attended the Convention included: Hon. W. D. Ross, Director of F.P.; George Ganetakos, President of United Amusements, and son Jim; Arthur Hirsch, George Rotsky, Montreal; Joe Franklyn, Maritimes; Messrs. Jule, Herb, Raymond and Gurston Allen, Toronto; B. E. Norrish, Associated Screen News; Oscar Hanson, Alf Perry, Paul Nathanson, Clair Hague, Archie Laurie of Empire-Universal, Toronto; Louis Rosenfeld, Dave Copeland, Columbia; Harry Allen, Grand National; Gordon Lightstone, W. H. Hayner, M-G-M; Leo Devaney, Frank Meyers, RKO; Jim O'Loghlin, 20th Century-Fox; Wolfe Cohen, Joe Plottel, Warners; Morris Milligan, Jack Hunter, Paramount; Col. John A. Cooper (C.M.P.D.A.); Haskell Masters, Sam Glazer (U.A.).

# Trans-Canada Showings

## TORONTO

MADISON
"Captain Fury" (Hal Roach-U.A.), starring Brian Aherne and Victor McLaglen.

IMPERIAL
"Unexpected Father" (Universal), with "Baby Sandy" and Mischa Auer, and "Prison Without Bars" (London Films-U.A.), starring Corinne Luchaire.

LOEW'S
"The Man in the Iron Mask" (Edward Small-U.A.), starring Louis Hayward and Joan Bennett, and "They All Come Out" (M-G-M), with Tom Neal and Rita Johnson.

UPTOWN
"Daughters Courageous" (Warners), starring the Lane Sisters, Gale Page, John Garfield, Jeffrey Lynn, Fay Bainter and Claude Rains.

## MONTREAL

LOEW'S
2nd week, "Goodbye Mr. Chips" (M-G-M), starring Robert Donat with Greer Garson.

ORPHEUM
"Winter Carnival" (Wanger-U.A.), starring Ann Sheridan with Richard Carlson.

PALACE
"On Borrowed Time" (M-G-M), starring Lionel Barrymore and Sir Cedric Hardwicke.

PRINCESS
"Career" (RKO Radio), starring Anne Shirley and Edward Ellis, and "The Saint Strikes Back" (RKO Radio), with George Sanders and Wendy Barrie.

## SAINT JOHN

CAPITOL
"Five Came Back" (RKO Radio), with Chester Morris, Lucille Ball, Joseph Calleia and Wendy Barrie.

EMPIRE
"Night Must Fall" (M-G-M), starring Robert Montgomery and Rosalind Russell, and "My Bill" (Warners), starring Kay Francis.

MAYFAIR
"Wuthering Heights" (Goldwyn-U.A.), starring Merle Oberon, Laurence Olivier and David Niven, and "Society Lawyer" (M-G-M), with Walter Pid-

## WINNIPEG

GAIETY
"Lucky Night" (M-G-M), starring Myrna Loy and Robert Taylor, and "Broadway Serenade" (M-G-M), starring Jeanette MacDonald.

GARRICK
"The Forgotten Woman" (Universal), starring Sigrid Gurie.

LYCEUM
"Bridal Suite" (M-G-M), starring Robert Young and Annabella, and "Outside These Walls" (Columbia), with Michael Whalen and Dolores Costello.

RIO
"Man of Conquest" (Republic), starring Richard Dix.

## CALGARY

CAPITOL
"Man About Town" (Paramount), starring Jack Benny, with Dorothy Lamour.

ISIS
"Boy Trouble" (Paramount), with Charlie Ruggles and Mary Boland, and "Annabel Takes A Tour" (RKO Radio), with Lucille Ball and Jack Oakie.

PALACE
"Dark Rapture" (Universal release), and "Code of the Streets" (Universal), with the Little Tough Guys.

PLAZA
"Midnight" (Paramount), starring Claudette Colbert and Don Ameche, and "Hawaii Calls" (RKO Radio), starring Bobby Breen.

## VANCOUVER

BEACON
"Backdoor To Heaven" (Paramount), with Wallace Ford and Patricia Ellis. Also stage show.

CAPITOL
"Second Fiddle" (20th Century-Fox), starring Sonja Henie and Tyrone Power.

DUNBAR
"Cafe Society" (Paramount), starring Madeleine Carroll and Fred McMurray, and "Hard To Get" (Warners), starring Dick Powell and Anita Louise.

OLYMPIA
"King of the Turf" (Edward Small-U.A.), starring Adophe Menjou, and "Tom Sawyer, Detective" (Paramount), with Donald O'Connor.